

SEARCH REQUEST FORM

Scientific and Technical Information Center

Requester's Full Name: _____ Examiner #: _____ Date: _____
 Art Unit: _____ Phone Number 30 _____ Serial Number: _____
 Mail Box and Bldg/Room Location: _____ Results Format Preferred (circle): PAPER DISK E-MAIL

If more than one search is submitted, please prioritize searches in order of need.

Please provide a detailed statement of the search topic, and describe as specifically as possible the subject matter to be searched. Include the elected species or structures, keywords, synonyms, acronyms, and registry numbers, and combine with the concept or utility of the invention. Define any terms that may have a special meaning. Give examples of relevant citations, authors, etc, if known. Please attach a copy of the cover sheet, pertinent claims, and abstract.

Title of Invention: _____
 Inventors (please provide full names): _____

Earliest Priority Filing Date: _____

**For Sequence Searches Only* Please include all pertinent information (parent, child, divisional, or issued patent numbers) along with the appropriate serial number.*

STAFF USE ONLY**Type of Search****Vendors and cost where applicable**

Searcher: _____	NA Sequence (#) _____	STN _____
Searcher Phone #: <u>Key</u>	AA Sequence (#) _____	Dialog <input checked="" type="checkbox"/>
Searcher Location: _____	Structure (#) _____	Questel/Orbit _____
Date Searcher Picked Up: <u>8/12</u>	Bibliographic <input checked="" type="checkbox"/>	Dr. Link _____
Date Completed: _____	Litigation _____	Lexis/Nexis <input checked="" type="checkbox"/>
Searcher Prep & Review Time: _____	Fulltext _____	Sequence Systems _____
Clerical Prep Time: <u>300</u>	Patent Family _____	WWW/Internet <input checked="" type="checkbox"/>
Online Time: _____	Other _____	Other (specify) _____

Lehman, Karen

From: Unknown@Unknown.com
Sent: Wednesday, August 07, 2002 1:42 PM
To: STIC-EIC3600@uspto.gov
Subject: Generic form response

ResponseHeader=Commercial Database Search Request

AccessIDB#=

LogNumber=

Searcher=

SearcherPhone=

SearcherBranch=

MyDate=Wed Aug 07 13:42:01 GMT-0400 (Eastern Daylight Time) 2002

submitto=STIC-EIC3600@uspto.gov

Name=Brian K. Green

Empno=66846

Phone=(703) 308-1011

Artunit=3611

Office=CPK5-5A03

Serialnum=09/805,313

PatClass=

Earliest=Aug. 7, 1998

Formatl=paper

Searchtopic= Invention directed to cleaning articles (sponges, towels, rags, scrubbers, etc.) having information (words such as bathroom, dishes, kitchen sink, floors, etc.) printed directly on the cleaning articles for indicating what the cleaning articles are to be used to clean, i.e. bathroom, dishes, kitchen sink, floors, etc.

Thank you.

Comments=work time M-F 7-3:30pm

send=SEND

EIC 3600

Search Results

Feedback Form (Optional)



Scientific & Technical Information Center

The search results generated for your recent request are attached. If you have any questions or comments (compliments or complaints) about the scope or the results of the search, please contact *the EIC searcher* who conducted the search *or contact*:

Karen Lehman, 306-5783

Voluntary Results Feedback Form

➤ *I am an examiner in Workgroup:* *Example: 3610*

➤ *Relevant prior art found, search results used as follows:*

- ☐ 102 rejection
- ☐ 103 rejection
- ☐ Cited as being of interest.
- ☐ Helped examiner better understand the invention.
- ☐ Helped examiner better understand the state of the art in their technology.

Types of relevant prior art found:

- ☐ Foreign Patent(s)
- ☐ Non-Patent Literature
(journal articles, conference proceedings, new product announcements etc.)

➤ *Relevant prior art not found:*

- ☐ Results verified the lack of relevant prior art (helped determine patentability).
- ☐ Search results were not useful in determining patentability or understanding the invention.

Other Comments:

MAIL-IT REQUESTED: AUGUST 12, 2002

100J1V

CLIENT: BRIANGREEN
LIBRARY: NEWS
FILE: ALLNWS

YOUR SEARCH REQUEST AT THE TIME THIS MAIL-IT WAS REQUESTED:
PRINTED W/5 SPONGE W/5 (CLEAN! OR SCRUB!)

NUMBER OF STORIES FOUND WITH YOUR REQUEST THROUGH:
LEVEL 1... 2

LEVEL 1 PRINTED

DISPLAY FORMAT: FULL

SEND TO: LEHMAN, KAREN
PATENT & TRADEMARK OFFICE
1911 S CLARK ST
ARLINGTON VIRGINIA 22202-3503

*****00439*****
**

Copyright 2000 Little Rock Newspapers, Inc.
The Arkansas Democrat-Gazette

June 06, 2000, Tuesday

SECTION: FEATURES;

Pg. E1

LENGTH: 979 words

HEADLINE: CONSUMABLES: Designer sponges Soaking up the hype and hoopla

BYLINE: PHILIP MARTIN

BODY:

Nobody would buy these sponges in an attempt to impress anyone with their taste -- would they? Now it can be told: The impetus for this column, the very idea behind "Consumables," was ignited by a news release from the 3M company that crossed this desk a little more than a year ago. Why it happened to end up on this desk is still a mystery -- it might have been directed this way by someone who thought we were especially interested in the product the release was hyping or it might have been a bit of cryptic mischief -- as when people (who obviously don't have enough to do) amuse themselves by slipping copies of the latest Mandy Moore CD single into the mailbox of the hard-core KISS fan.

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Along with the news release, the 3M people graciously provided a couple of samples. Since a sponge -- even a silly decorated sponge -- is a useful thing, we pocketed the graft. Or at least half of the graft -- we gave one of the O-Cel-O Light Duty Sponge Scrubbers away to a colleague. And we thought about what the silly sponge meant. Basically, it was a value-added sponge, a sponge that did not merely soak up whatever it was that you might have spilled, but a sponge that one could, if one were so inclined, coordinate with the kitchen drapes and arrange artfully on the sink. It was obviously a sponge that cost more than an ordinary sponge that you'd drop in a bucket or store in a drawer, it was the sort of thing that a practical-minded person would never consider buying. The fact that the designer sponge exists, the fact that someone actually thought it up, that the 3M company with its vast arsenal of market research tools would actually bring it to market, said something very interesting about our society.

When one buys an O-Cel-O Light Duty Sponge Scrubber as opposed to the generic sponge, one is doing more than simply choosing one cleaning appliance over another. First of all, as far as we can tell from the press materials provided, or from the packaging, 3M makes no claim whatsoever that the O-Cel-O LDSS works any better than a regular sponge. Aside from the probably statistically irrelevant few who buy the 3M product for its camp value -- an item they might, to use Paul Fussell's term, "parody display" -- the consumer who chooses the 3M product is simply choosing to pay a hefty premium for a "prettier" sponge.

This right here is enough to tell us that people, in general, aren't starving. When they start marketing pretty sponges it's a good bet that the economy is robust. When money is tight, usually the first thing people cut back on is deluxe sinkware. An old rag might not be as absorbent as a sponge but it will work.

Yet even in this roaring economy, you might assume that the market for a prettier sponge might be fairly limited. Some people -- probably a very few -- will buy the prettier sponge simply because those people are like magpies. They are attracted to the bright colors and decide they must have it. They don't consider the utility of the sponge vs. its higher cost -- they simply want it so they get it. They may rationalize the purchase, telling themselves that it's only a couple of dollars and in a billion years we're all going to be frozen space dust anyway so why not go for it?

Then there are people who know nothing about sponges, and have no idea what sponges should cost, who couldn't care less about sponges. These people might buy the O-Cel-O LDSS because it happens to be the first sponge-type product they pick up.

In any case, it's probably safe to say that most of the O-Cel-O sponges that are bought are bought by people who are at some level saying, "Oh, what the heck."

Nobody would buy these sponges in an attempt to impress anyone with their taste -- would they?

Most people who elect to spend a portion of their discretionary income on these sponges probably understand that these are silly products. They probably enjoy the silliness of the product at some level -- they don't really think the sponges are pretty, not exactly. Maybe they admire the cheekiness of the marketers, maybe they are on some level titillated by the product. It makes them feel good -- it jacks them up a tiny bit. And that feeling is really what they are buying when they're buying these goofy sponges.

"Oh, what the heck" purchases like this say a lot about the kind of people we are. At least that's the premise/thesis statement behind this column. People know you by the kind of car you drive, the things you put in your house and on your body. While that might sound like a desperately sad comment on the human condition, it's really not. Another way of putting it is that we are known by the choices we make, and the stuff with which we surround ourselves is simply evidence of some of our choices. When we wear a certain wristwatch or necktie or carry a certain purse, we are announcing ourselves in real and readable ways.

Maybe the impulse to buy products is inherently irrational -- but the point is that people do buy things like this all the time. According to the 3M people, the sales of their sponges doubled after they introduced the O-Cel-O LDSS a year ago.

E-mail:

philip_martin@adg.ardemgaz.com

LOAD-DATE: June 6, 2000

May 14, 2000, Sunday

SECTION: Home Front; Ed. Final; Pg. 16F

LENGTH: 614 words

HEADLINE: WEEDING INDOORS
HOW TO GET YOUR HOUSE AS WELL-KEMPT AS YOUR GARDEN

BYLINE: By Jane Asper

BODY:

You spent the whole day outside working over your flower bed. Not a single weed is left standing. With justifiable pride, you survey your lush, green lawn, as you turn on the sprinkler and enjoy the refreshing mist.

Feeling satisfied, even smug, you go into your house.

Your heart sinks. If the yard looks great, the house doesn't. Especially compared with the bright, sunny yard, the inside of your house looks dark, dusty, dingy and, yes, dirty.

If you, like me, want to go from a well-tended, pretty yard into a tidy, clean house, spring cleaning is in order. Don't allow yourself to plant so much as a pot of petunias until you've whipped the inside of your house into shape.

Before you can get to the dirt, you must tame the chaos. Some pointers:

1. Tour the house with a trash bag. Fill it with junk mail, stacks of newspapers, whatever else you can stand to throw away. (Isn't that bathmat past its prime?)
2. Use boxes or bags, one per person, to gather up family members' belongings. Deposit filled bags in each person's room. Close the door. It's too discouraging to look at someone else's mess when you're trying to clean.
3. Flat surfaces come next. These include kitchen counters, table and / or island, dining-room table and coffee tables. Put away every single thing on every single flat surface. Books go on their shelves, magazines in racks or, better yet, inside the coffee-table trunk, crayons in a tub in the art cupboard, videos in a basket by the TV.
4. Do you collect things? Summer's the time to streamline. Pack up half your collectibles in boxes and store them in the basement until fall. Less really is more on a hot July day. Clutter makes even an air-conditioned room feel stuffy and hot. And the less there is out, the less there is to dust.
5. Now for the actual cleaning. Some people hire someone; others do it themselves. I've done both, and call me crazy, but I'd rather do it myself, for a couple of reasons. First, once the chaos is tamed, the job's half-done. Second, I'd rather spend the money at the greenhouse.
6. Read one of the many how-to-clean books if you need a method. I offer two tips. One, start at the top and work down. And two, if you have kids, make them help.

INFOBOX

Tools that make **cleaning** (almost) fun

Printed sponges: bright colored with cheerful designs on the scratchy side.

Bright plastic bucket: the bolder, the better. Coordinate it with your sponges.

Squeegee with built-in sponge: everyone who says there's no better way to clean windows is right.

"Quickie" brand sponge mop: it has metal clamp halfway down the handle that squeezes the sponge. No more bending over.

Long handled stand-up dust pan: can you tell I don't like bending over?

Lambswool duster with extendable handle: great for cobweb patrol and all dusting. Sprintz lightly with water to help the dust stick.

Cute toilet brush: who knew there was such a thing? It has clear plastic section filled with blue "water" on which float a couple of little frogs or ducks. You (or your child) can't help but smile, even when doing everyone's least-favorite chore.

Brand name glass cleaner: in this case, bargains are no bargain. The cheap ones don't work. Use ammonia and water if you want, but I love glass cleaner. Use it also to clean including counters, woodwork and appliances.

Windex Outdoors: this product makes cleaning window exteriors child's play. Attach the hose to the bottle and spray away.

Uni-Fresh Orange Citrus Non-Aerosol Natural Air Freshener: when you've finished cleaning, spray this in every room. Take a whiff -- that's the smell of a clean house!

NOTES: DOMESTIC ARTS Page
SEE END OF TEXT FOR INFOBOX

GRAPHIC: Color Photo

The right tools can make or break your spring-cleaning job. The yellow-ducky toilet brush is \$19.99 from Bed, Bath & Beyond, which also carries the other products shown here. By Glenn Asakawa / News Staff Photographer. FILE: ARCHIVE. HARD COPY: ASAKAWA SHOOT DATE 2000: 5/4
LOAD-DATE: May 19, 2000

MAIL-IT REQUESTED: AUGUST 12, 2002

100J1V

CLIENT: BRIANGREEN
LIBRARY: NEWS
FILE: ALLNWS

YOUR SEARCH REQUEST AT THE TIME THIS MAIL-IT WAS REQUESTED:
SCRUBBER W/5 PRINTED

NUMBER OF STORIES FOUND WITH YOUR REQUEST THROUGH:
LEVEL 1... 11

LEVEL 1 PRINTED

THE SELECTED STORY NUMBERS:
1,2,8

DISPLAY FORMAT: FULL

SEND TO: LEHMAN, KAREN
PATENT & TRADEMARK OFFICE
1911 S CLARK ST
ARLINGTON VIRGINIA 22202-3503

*****00517*****

Copyright 2001 The Buffalo News
The Buffalo News

January 12, 2001, Friday, FINAL EDITION

SECTION: LIFESTYLES, Pg. 1B

LENGTH: 536 words

HEADLINE: HOUSEKEEPING TOOLS HAVE NEVER LOOKED SO CHIC

BYLINE: SUSAN MARTIN; News Style Writer

BODY:

Toilet brushes designed by a famous architect. Dapper dustpans. Scrub pails in oh-so-trendy colors.

What's next? Designer sponges? No, wait, those are out there, too.

Like kitchen gadgets, housecleaning tools have gone high-style. From cobalt blue buckets to fashionable feather dusters, the objects we clean with may be better dressed than we are.

"Everyone is trying to jazz up ordinary, everyday household tools to make them more attractive so you can leave them out if you want to. Everything is looks these days - from your toilet brush to your dustpan," said Christy Petri, co-owner of Willis & Lowe stores on Elmwood Avenue and on Main Street, Williamsville.

For example, customers are attracted to the specialty store's decorative sink strainers in different patterns - including nautical, floral and animal themes, she said.

Or consider the Michael Graves Design collection at Target. A toilet bowl brush, shower squeegee and other items are all fashioned in translucent plastic or sleek gray accented with ocean blue grip handles that feel good to the touch.

Such items enable consumers to express their personality and style tastes through the most utilitarian objects.

As a spokeswoman for Rubbermaid told the Los Angeles Times at last year's International Housewares Show in Chicago, "People want their home and furnishings to be expressive, representing who they are as individuals."

Even the lowly sponge has gotten a face lift from 3M; its O-Cel-O light duty sponge scrubbers come in fun patterns and vibrant colors that coordinate with any kitchen scheme.

Choose from leaves, snowmen, daisies and other designs **printed** right on the **scrubber**. The O-Cel-O has had a tummy tuck, too; it's shaped like a bow tie.

And while some high-style cleaning tools may cost more than standard designs, that isn't always necessarily so. O-Cel-O sponge scrubbers are priced about \$1 or less at grocery stores, discount chains and drugstores, about the same as existing O-Cel-O light duty sponge scrubbers.

And the Michael Graves Design collection brushes at Target are priced \$2.99 or \$3.99 each.

Consider, too, the new wave of cleaning products designed to accelerate the cleaning process.

Electrostatically charged cloths such as SC Johnson's Pledge Grab-it or Proctor & Gamble's Swiffer cloths, are specially treated to attract dust bunnies and other offenders and hold them at bay until the cloth is thrown away.

Even dustpans are drop-dead chic. Oxo Good Grips dustpan and brush set comes in sleek white, school bus yellow and electric blue.

The black egg-shaped handle is ergonomically designed; the brush nestles in the dust pan for convenient storage. You can find it locally for about \$10.

In the end, will a handsome dustpan or sassy sink strainer make keeping house more fun?

Sure it will, said Christy Petri.

"It's all your frame of mind. If it looks good, you feel like using it," she said.

Linda Birkinbine, who runs a local business called Keep It Organized, agreed.

"Housework is drudgery. Having fun is key. If it is fun, people are more apt to do it," she said.

The downside: These items are so good-looking, who wants to get them dirty?

GRAPHIC: Photos by JOHN HICKEY/Buffalo News; Pail and mop; This Michael Graves brush from the Target collection is almost too elegant to be used for the job.

LOAD-DATE: January 13, 2001

June 06, 2000, Tuesday

SECTION: FEATURES;

Pg. E1

LENGTH: 979 words

HEADLINE: CONSUMABLES: Designer sponges Soaking up the hype and hoopla

BYLINE: PHILIP MARTIN

BODY:

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E-mail:

philip_martin@adg.ardemgaz.com

LOAD-DATE: June 6, 2000

October 28, 1999, THURSDAY; ALL EDITIONS

SECTION: LIFESTYLE; Pg. H9

LENGTH: 1461 words

HEADLINE: GIVE UP THE GHOST? NOT THIS HOLIDAY'S DECORATIONS

SOURCE: Wire services

BYLINE: RALPH and TERRY KOVEL - C 1999, Cowles Syndicate Inc.

BODY:

Halloween became a popular holiday in the United States in the 1880s. It may have been introduced by Scottish immigrants about 20 years earlier. Some of the first Halloween decorations included thistles and plaids.

Victorian Halloween parties used decorations found in the fall, like pumpkins and corn stalks. By the early 1900s, special paper decorations were being imported from Germany or made in the United States by companies like Dennison of Framingham, Mass., or Beistel of Shippensburg, Pa.

Today, collectors like anything with a Halloween theme: old costumes, decorations, games, candy containers, jack-o'-lanterns, toys, noisemakers, even trick-or-treat bags.

The design helps to date a piece, but so do the markings. Early pieces were marked "Germany." About 1918, pieces were marked "made in" with the country name (usually Japan or Germany). "Made in U.S. Zone Germany" (1945-1949), "Western Zone Germany" (1949-1990), and "Made in Occupied Japan" (1945 to 1952) are other marks that were used after World War II. A ZIP code was added to U.S. addresses after 1963. Many Halloween decorations were made in Hong Kong in the 1970s, then in Taiwan or China in the 1980s.

Plastic decorations were first used in the 1940s.

Q. When I turned 13 in 1961, I received two cute ceramic figurines as birthday gifts. One is a girl holding a plate and dish towel. The other is a girl holding a spatula and a frying pan. I have kept the figurines all these years and just recently checked them for marks. They both say "Josef Originals" on the bottom. Are you familiar with this company?

A. In 1946, Muriel Joseph and her husband, Tom George, started making pottery figurines. They worked first in their garage and later in a rented building in Arcadia, Calif. Muriel modeled the clay, and Tom used her models to make molds. The printer who made the labels for their first commercial figurine misspelled Muriel's maiden name "Josef."

Rather than correct the spelling later, the couple stuck with the

company name, "Josef Originals." Some figures were made in Japan in 1959, and by 1962 all Josef Originals were made there.

The company's most popular figurines are the "Birthstone Dolls."

Each doll held a flower with a simulated birthstone center. In "Birthday Girls," another favorite series, each doll stood behind a number that indicated its age, ranging from 1 to 16. Your figurines are titled "Frying Egg" and "Drying Dishes." They are two of the six figurines in the "Housekeepers" series, made in Japan. Each figure is worth \$25 to \$35 if undamaged.

Q. In the 1940s a friend of mine gave me a Cadillac hood ornament from the early 1930s. It is in the shape of a woman leaning forward, with her face and arms up and her hair blowing backward. Can you tell me what it's worth?

A. Your Cadillac hood ornament is called a "mascot," and it was used from 1930-1932. It is called the "Cadillac goddess." The goddess ornament was an option available to Cadillac buyers at the time. Today, it is worth from \$400 to \$500. Reproductions are being made.

Q. We cleaned out my father-in-law's house recently and found a wooden washboard. How long have washboards been made? Are old ones valuable?

A. Rectangular washboards with a center scrubbing surface were first made in the mid-1800s. Early ones had corrugated or spool-shaped wooden rubbing surfaces. Rare ones had ridged pottery scrubbers.

Later, washboards were made with glass, brass, or zinc-plated metal. Old, rare washboards with glass or pottery **scrubbers or that were printed** with advertising slogans can sell for several hundred dollars.

Common wood-and-metal washboards are worth less than \$25. Washboards are still being made.

Q. My husband inherited an antique secretary that belonged to his great-uncle. It is quite plain, with a single drawer in the base and a pull-down, rectangular writing surface. The front of the desk compartment is flat, not slanted. The back is marked, "From Mitchell & Rammelsberg, Manufacturers of..., 23 & 25 East Second St., Cincinnati."

Can you tell us anything about the maker?

A. Robert Mitchell and Frederick Rammelsberg, both European immigrants, were cabinetmakers in Cincinnati before they formed a partnership in 1846-47. The partners factory produced a huge amount of furniture, using steam-driven machinery. Their lumberyard covered two acres.

Rammelsberg died in 1863, but the business name stayed the same until 1880, so your desk was made sometime between 1847 and 1880. In 1881, the business name changed to the Robert Mitchell Furniture Store.

Robert Mitchell died in 1899, but the company was run by the Mitchell family until 1940.

Current prices

"Witch Doctor" record, by Alvin and the Chipmunks, 45 rpm, \$15.

The Kovels welcome letters from readers and answer as many as possible through the column, but most personal answers or appraisals are impossible. If you send photographs, include a double-stamped, self-addressed envelope. Write to the Kovels, c/o The Record, 150 River St., Hackensack, N.J. 07601.

GRAPHIC: PHOTO - These cardboard wall decorations, circa 1950, are each worth about \$30.

LOAD-DATE: October 28, 1999

DATE: AUGUST 12, 2002

CLIENT: BRIANGREEN
LIBRARY: NEWS
FILE: ALLNWS

YOUR SEARCH REQUEST IS:

DATE BEF 8/7/98 AND (DISH TOWEL OR DISH CLOTH OR DISHCLOTH OR WASHCLOTH OR
DISHRAG OR SPONGE) W/5 (PRINTED OR EMBOSS! OR IMPRINTED)

NUMBER OF STORIES FOUND WITH YOUR REQUEST THROUGH:

LEVEL 1... 73

February 2, 1983, Wednesday, Late City Final Edition

SECTION: Section C; Page 11, Column 1; Living Desk

LENGTH: 605 words

HEADLINE: DISCOVERIES;

1. Once-Over Easy

BYLINE: By Angela Taylor

BODY:

With many clothes again made of natural fibers, which wrinkle more than synthetics, travelers are packing irons. Sanyo makes a travel iron with several attractive features. For one thing, it's a steam iron, more effective against wrinkles than a dry iron. It has adjustable settings and dual voltage (120 and 220) and comes with two converter plugs for foreign outlets. Best of all, it folds flat, measures 6 by 1 by 2 3/4 inches folded and weighs a pound. It's priced at \$40 in the Lee Bailey section at Bendel's.

2. Robes From China

China's fashion industry is perking up, adapting some of its classic styles for Western taste. Take the Eastern dress called the cheongsam, which is usually made of silk or rayon, with a rather close fit and short sleeves. By translating it into cotton and making it looser, the manufacturers have achieved an attractive short robe that can be worn right through summer. The same updating has been given to the full-length kung pao, or palace robe. It comes in such shades as sky blue, has a diagonal fastening banded in pale pink and is appliqued with large flowers. The short robe comes in pink, red, pale or deep blue with a Jacquard weave and has sprigs of flowers embroidered at the top. Since the robes are made of cotton and polyester, they are washable. The Sino-American Commodities Center, 29 West 23d Street, will have them later this month priced at \$25 to \$30.

3. Vacation for the Eyes

A vacationer heading southward might check a clever new sunshade idea: a visor attached to sunglasses so that eyes get double protection. The Valley Visor comes in bright shades of rigid plastic. It has elastic loops that slip over the ear pieces of sunglasses framed in the same color as the visor. You'll find it in red, blue, yellow, black, white and bubblegum pink for \$18 at Bloomingdale's hat bar.

4. To Protect Laps

They are really dish towels, but at the Wolfman-Gold shop in SoHo they are sold as oversized napkins, particularly to protect buffet diners from food spilled in their laps. The **dish towel** napkins are made of white cotton **printed** with "Eat," "Dine" or a trio of tray-carrying waiters. They're \$4 each at Wolfman-Gold & Good Company, 484 Broome Street.

5. Bard Sends Greetings

Shakespearean scholars know that the Bard wrote quotations that can be used for just about any situation. Michael LaPlaca, a young artist, has done greeting cards based on Shakespeare's characters and used the quotations amusingly. For instance: "The lady doth protest too much, methinks" ("Hamlet") shows a rather rattled Elizabethan woman and reads "Happy Birthday" inside. "O, my offence is rank, it smells to heaven," also from "Hamlet," apologizes for having forgotten a birthday. And "Some are born great, some achieve greatness, and some have greatness thrust upon 'em" ("Twelfth Night") impudently asks, "But what's your excuse?" The cards are \$1 each at Under Attack, 187 Columbus Avenue (68th Street) and Wendell's, 20 Eighth Avenue (West 12th Street).

Advance Warning

You've promised to knit a sweater for someone you're fond of, but you've put it off too long. Unless you're a lightning-fast knitter, you'll probably not get it finished in time. How about an I.O.U.? A yarn shop has come up with a clever

thought: When you purchase the yarn for a full-size sweater, it will give you instructions for knitting a tiny version of it that can be done in an hour, plus a gift box to put it in. You'll find a large selection of yarns and the instructions for miniature sweaters at Dariff Design Associates, 80 Fifth Avenue (13th Street).

GRAPHIC: Illustrations: photos of novelty items

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The Daily News of Los Angeles

June 19, 1999, Saturday,

SECTION: L.A. LIFE,

LENGTH: 525 words

HEADLINE: HOT TIPS;
IT'S KNOT EASY

BODY:

He's expecting a tie, but this year it won't be an embarrassing conversation print or boring foulard.

In time for Father's Day gift-giving is the Preservation Collection for the Nature Conservancy, featuring bold giraffe and zebra prints, as well as designs reflecting tropical fish and birds inspired by environmental artist Karen Bierce. The silk ties, selling for \$32.50, are manufactured by Mulberry Neckwear of San Francisco, maker of the Grateful Dead and Jerry Garcia tie collections, and are available at Robinsons-May, Bloomingdale's and Macy's stores.

For Dad who's a fish lover - as well as a Pisces - there's the new Parker Sage Astrology Neckwear collection. The entire collection is elegant, with elaborate designs based on each of the 12 zodiac signs to make sun sign spotting easy. Look for them at Bloomingdale's stores for \$35 each.

- Barbara De Witt

Designer sponges soak up praise

Can fancy new sponges make housework fun? Probably not, but they might brighten up the kitchen counter.

Bad Date

O-Cel-O has come up with a new look for its tried-and-true, bow tie-shaped Light Duty Sponge Scrubbers that incorporates bright new sponge colors - aquatic blue, lemon, grape, geranium pink and apple green - with six new designs **printed** right on the **scrubber** part. "Citrus," "Daisies," "Drinks," "Gardening," "Leaves," and "Quilt" designs are guaranteed not to wash out, no matter how much you scrub.

The new sponges cost the same as the old plain ones: About \$1 each, \$1.89 for a package of two. A bath-sized sponge sells for about \$1.38. All are available in grocery, hardware, drug, convenience and discount stores.

- Carol Bidwell

Gardening series in full bloom

A new series of books on what to plant in your garden to make it look its best will have gardeners itching to get their fingers in the soil - and nongardeners admiring the gorgeous photography.

"The Joy of Gardening" series includes four volumes: "Designing With Roses," "Designing With Climbers," "Designing With Bulbs" and "Designing With Perennials." The first three were written by noted garden writer Richard Rosenfeld, the fourth by Timothy Leese; Marcus and Jerry Harpur did the photography for all four books. (Published by Courage Books, each costs \$12.98.)

These are practical, authoritative hard-cover guides for everybody from the novice to the expert in the garden.

Each volume gives how-to-select, how-to-plant and how-to-maintain advice, complete with drawings, and close-up photos enough like real life to provoke an allergy attack.

In addition to offering planting advice, the series suggests where to place plants for the best effect, such as planting a climber below a bedroom window so the fragrance wafts inside in the summer when the window is open.

The only drawback is the authors' use of Latin terms for virtually all the plants shown. While some who excelled in high school Latin will relish knowing the precise name for *passiflora caerulea*, most gardeners will just be glad to recognize it as a passion flower vine when they go to their home garden center to buy one.

- Carol Bidwell

GRAPHIC: 3 Photos;

PHOTO: (1--Color) no caption (Neckties);

(2--Color) no caption (Light Duty Sponge Scrubbers) (3--Color) no caption (The Joy of Gardening books)

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O-Cel-O™ Sponge Scrubbers with fun designs and vibrant colors

"...unlike any other scrubber, O-Cel-O™ Scrubbers have Fun Designs!"



Cleaning may never be fun, but it can be more enjoyable with O-Cel-O™ Sponge Scrubbers, which now come in fun designs and vibrant new colors. These light duty sponge scrubbers work two ways. One side is a thick, absorbent sponge, now available in fresh, vibrant colors. Because it's from O-Cel-O, the sponge has locked-in protection that kills odor-causing germs in the sponge.

The other side has a scrubber that's safe for nonstick cookware and other delicate surfaces. But unlike any other scrubber, O-Cel-O Scrubbers have Fun Designs!

Choose your favorite combination of design and color. There are six different designs: "Citrus," "Daisies," "Drinks," "Gardening," "Leaves," and "Quilt." These designs are randomly combined with five vibrant sponge colors: aquatic blue, lemon, grape, geranium pink and apple green. The new O-Cel-O Sponge Scrubbers with Fun Designs are available at mass merchandisers, grocery, discount, convenience, hardware and drug stores. All of the scrubbers come in an easy-to-hold, bow-tie shape with a consumer-preferred thick sponge. The O-Cel-O Sponge Scrubbers with Fun Designs don't cost more than the plain sponge scrubbers, and they're available in single and multicount packages.

More Innov
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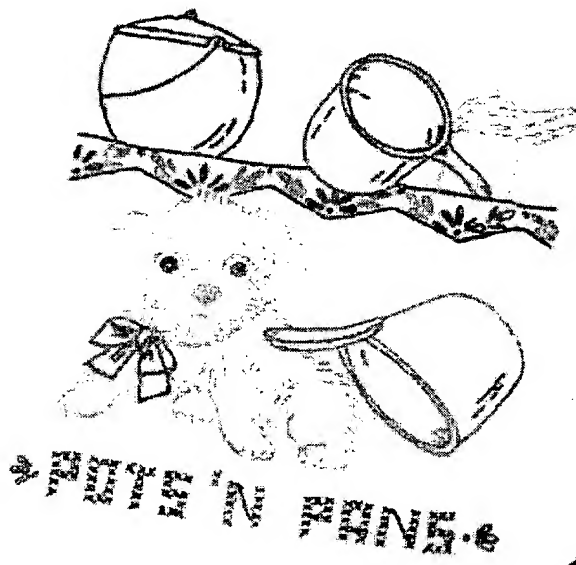
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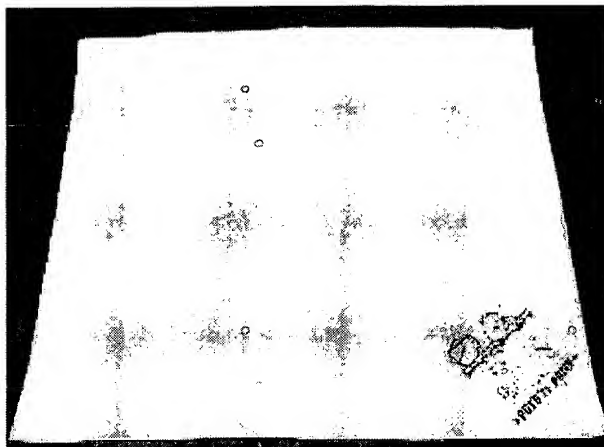
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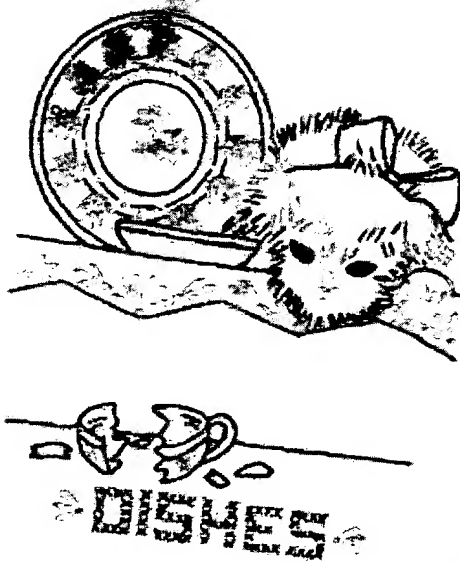
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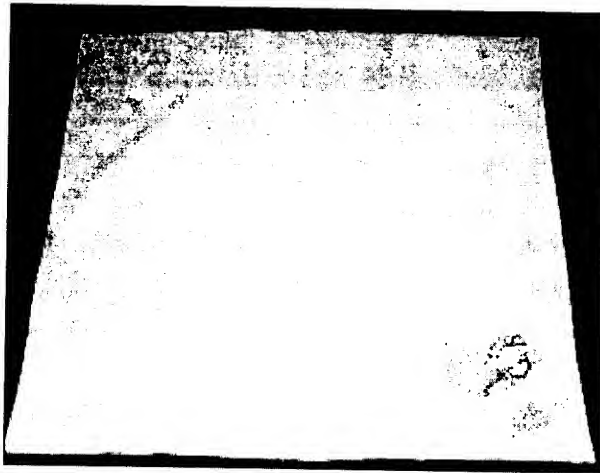
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